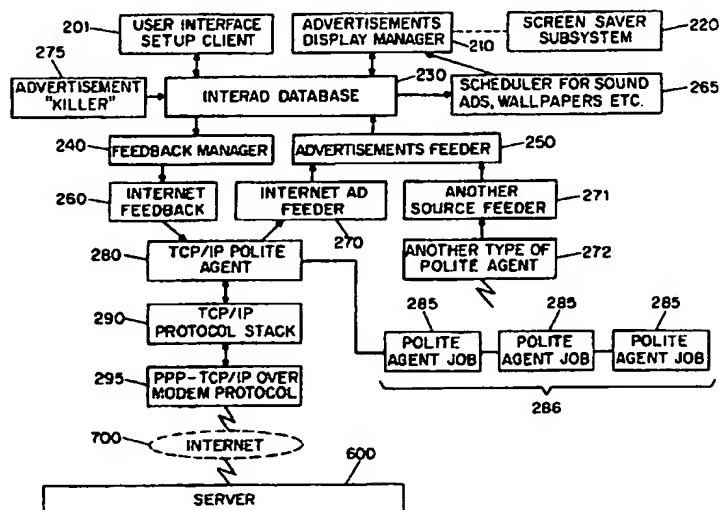




## INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

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(21) International Application Number: PCT/IB96/00829 (22) International Filing Date: 22 August 1996 (22.08.96)  (30) Priority Data: 08/517,666 22 August 1995 (22.08.95) US  (71) Applicant: BACKWEB [IL/IL]; Kiryat Mada 5, Pob 45065, 91450 Jerusalem (IL).  (72) Inventors: BARKAT, Eli; 2-2 Mavo Refidim, 97754 Jerusalem (IL). RAKAVY, Yuval; 8 Berakybu Street, 96225 Jerusalem (IL).  (74) Agent: HOROVITZ, Yaron; Naschitz, Brandes & Co., 5 Tuval Street, 67897 Tel-Aviv (IL).		(81) Designated States: AU, CA, IL, JP, KR, NZ, SG, European patent (AT, BE, CH, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE).  <b>Published</b> <i>With international search report.</i> <i>Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.</i>  (88) Date of publication of the international search report: 12 June 1997 (12.06.97)

(54) Title: METHOD AND APPARATUS FOR TRANSMITTING AND DISPLAYING INFORMATION BETWEEN A REMOTE NETWORK AND A LOCAL COMPUTER



## (57) Abstract

Methods and apparatus are provided for selecting advertisements (50) and other information from a computer network database (730) based on user defined preferences and transmitting the selected advertisement in background mode over a communications link (703) between the computer network (700) and a local computer (500) with minimal interference with other processes (285) communicating over the communications link (703). This method includes monitoring the communications link (703) and transmitting portions of the advertisement (50) when the communications link line utilization is below a preestablished threshold. Methods and apparatus are also provided for displaying or otherwise presenting the selected advertisements on the user's computer. Additional methods and apparatus are provided for selecting and presenting information stored on a local storage media (230) based on user defined preferences.

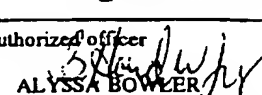
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# INTERNATIONAL SEARCH REPORT

int. application no.  
PCT/IB96/00829

<b>A. CLASSIFICATION OF SUBJECT MATTER</b> IPC(6) : G06F 13/00, 13/36 US CL : 395/200.09, 200.13; 370/229, 230, 232, 235; 348/10, 522 According to International Patent Classification (IPC) or to both national classification and IPC														
<b>B. FIELDS SEARCHED</b> Minimum documentation searched (classification system followed by classification symbols) U.S. : 395/200.01, 200.09, 200.11, 200.13; 370/229, 230, 232, 235; 348/10, 522 Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) APS search terms: utilization rate, threshold, advertisement, customization														
<b>C. DOCUMENTS CONSIDERED TO BE RELEVANT</b>														
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.												
X --- Y	US 5,220,564 A (TUCH et al.) 15 June 1993, abstract; col.1, lines 50-68; col.4, lines 3-68; col.5, lines 22-51.	1,3 ----- 7, 9 - 10, 12 - 13, 15-16												
X ---,E Y	US 5,604,542 A (DEDRICK) 18 February 1997, the entire document.	5,8 ----- 7, 9 - 10, 12 - 13, 15-16												
X ---,E Y	US 5,600,364 A (HENDRICKS et al.) 04 February 1997, abstract; fig.11-12, 18-19, 21; col.29, line 30 - col.31, line 63; col.34, line 40 - col.39, line 53.	5,8 ----- 7, 9 - 10, 12 - 13, 15-16												
<input checked="" type="checkbox"/> Further documents are listed in the continuation of Box C. <input type="checkbox"/> See patent family annex.														
<table border="0"> <tr> <td>* Special categories of cited documents:</td> <td>"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention</td> </tr> <tr> <td>*A* document defining the general state of the art which is not considered to be part of particular relevance</td> <td>"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone</td> </tr> <tr> <td>*E* earlier document published on or after the international filing date</td> <td>"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art</td> </tr> <tr> <td>*L* document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)</td> <td>"G" document member of the same patent family</td> </tr> <tr> <td>*O* document referring to an oral disclosure, use, exhibition or other means</td> <td></td> </tr> <tr> <td>*P* document published prior to the international filing date but later than the priority date claimed</td> <td></td> </tr> </table>			* Special categories of cited documents:	"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention	*A* document defining the general state of the art which is not considered to be part of particular relevance	"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone	*E* earlier document published on or after the international filing date	"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art	*L* document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)	"G" document member of the same patent family	*O* document referring to an oral disclosure, use, exhibition or other means		*P* document published prior to the international filing date but later than the priority date claimed	
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Date of the actual completion of the international search 16 APRIL 1997		Date of mailing of the international search report <b>08 MAY 1997</b>												
Name and mailing address of the ISA/US Commissioner of Patents and Trademarks Box PCT Washington, D.C. 20231 Facsimile No. (703) 305-3230		Authorized officer  ALYSSA BOWLER Telephone No. (703) 305-9702												

# INTERNATIONAL SEARCH REPORT

Int. .ional application No.  
PCT/IB96/00829

C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X --- Y	US 5,283,639 A (ESCH et al.) 01 February 1994, the entire document.	5,8 ----- 7,9-10,12-13,15-16
X --- Y	US 5,412,416 A (NEMIROFSKY) 02 May 1995, the entire document.	5,8 ----- 7,9-10,12-13,15-16
A	US 5,099,420 A (BARLOW et al.) 24 March 1992, the entire document.	1-16